

TOGETHER RALEIGH

PUBLIC ART ON BUS SHELTERS

ARTIST CALL

PROJECT DESCRIPTION

The Office of Raleigh Arts, in collaboration with GoRaleigh, the News and Observer, the North Carolina Museum of Art, and Together Raleigh partners invites artists to create original designs for select GoRaleigh bus shelters.

Selected artists will each receive a \$750 honorarium and the opportunity to have their artwork displayed on a GoRaleigh bus shelter for a period of at least one year, beginning in July of 2018.

The Office of Raleigh Arts will manage the application and review process. A panel of representatives from the Raleigh Arts Commission, GoRaleigh, as well as community representatives will review all submissions and select the final design.

ELIGIBILITY

Eligibility is open to visual and graphic artists, 18 years of age or older, residing, working, or attending school in Wake County, North Carolina for at least one year. All finalists will be required to show proof of Wake County residence, Wake County employment or attendance at a Wake County school.

SUBMISSION DEADLINE

All materials must be received no later than **March 15, 2018 at 4:00 p.m.** Incomplete or late submissions will not be considered. Do not provide or submit other materials with your application. They will not be reviewed by the panel and will not be returned.

ARTWORK SCOPE

Artists are invited to create original images for a vinyl wrap which will be applied to a Raleigh bus shelter. Text and letters are permitted when used as part of the overall design. The selection of themes, colors, and forms shall be inclusive of the values, culture, diversity, experiences, interests, and/or history of Raleigh and its citizens. Each shelter will include a text panel (see the attached dimensions for placement) with a prompt for families to engage with the art through story and conversation starters. The Raleigh Arts Office will partner with Marbles Museum to create the text panels for each shelter. Consider artistic designs that incorporate playful elements that will engage families as they wait at the bus stop.

This project requires artists to be flexible and available to collaborate with the Office of Raleigh Arts in the process of overseeing the fabrication and installation of the artwork. Design proposals and their copyright will belong to the artists. The City of Raleigh reserves the right to use images of the designs and information from the written proposals for review and project promotional purposes.

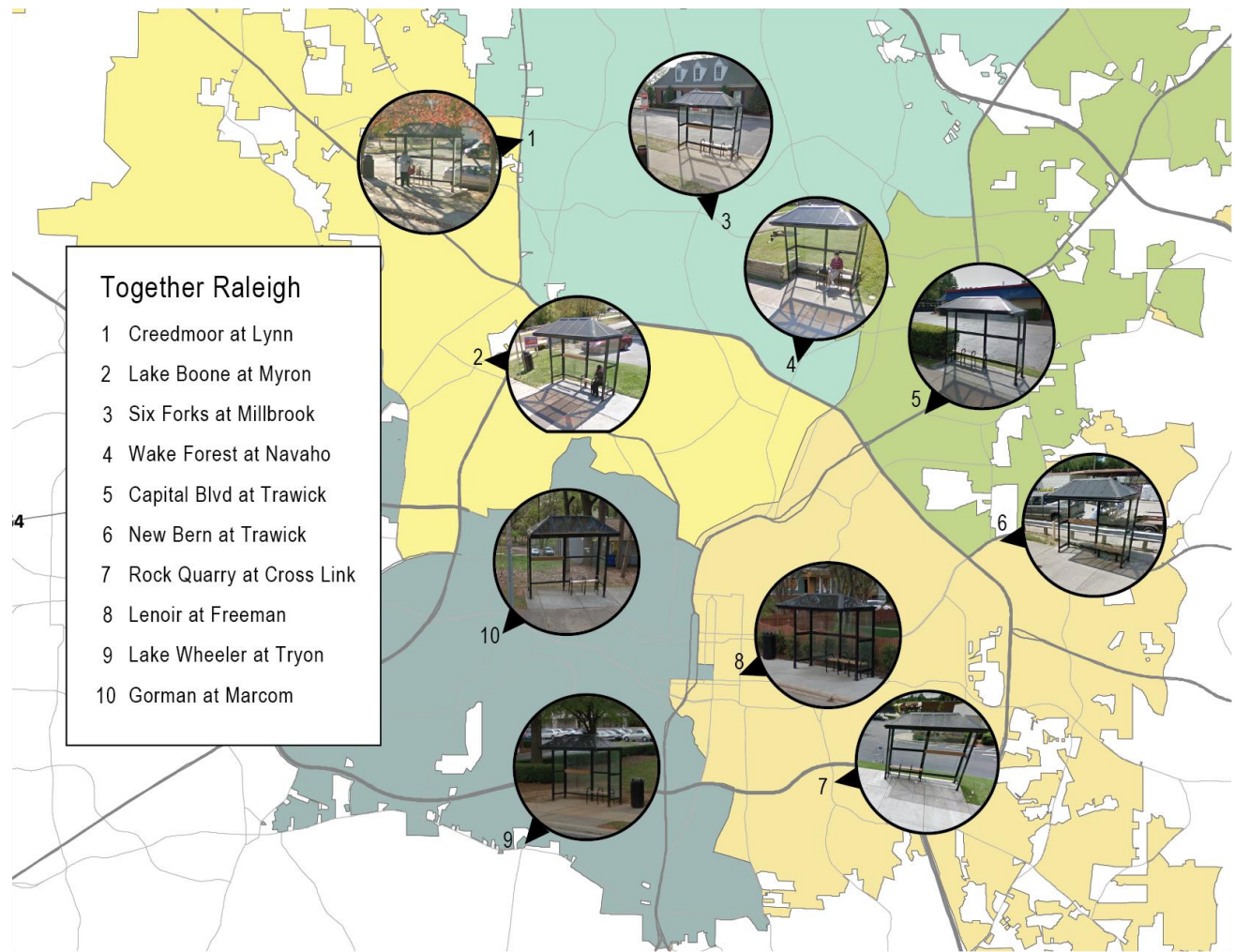


PROJECT SCHEDULE TIMELINE

Call to artists.....	December, 2017-February, 2018
Application deadline.....	March 15, 2018
Selection of finalists.....	March 2018
Agreements signed.....	April 2018
Raleigh Together rollout.....	July 2018

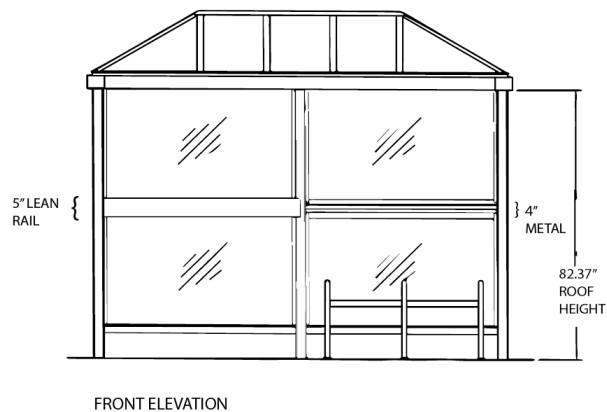
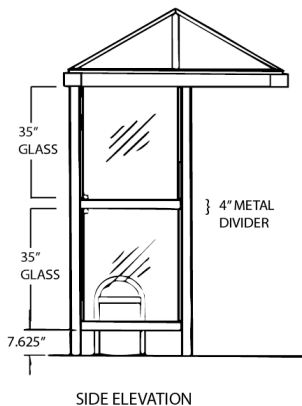
The City reserves the right to alter these dates as needed.

BUS SHELTER LOCATIONS

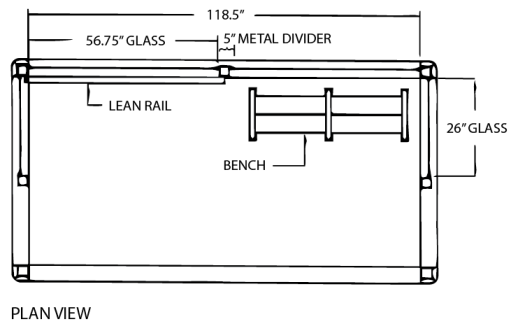


BUS SHELTER TEMPLATE & WRAP PROCESS

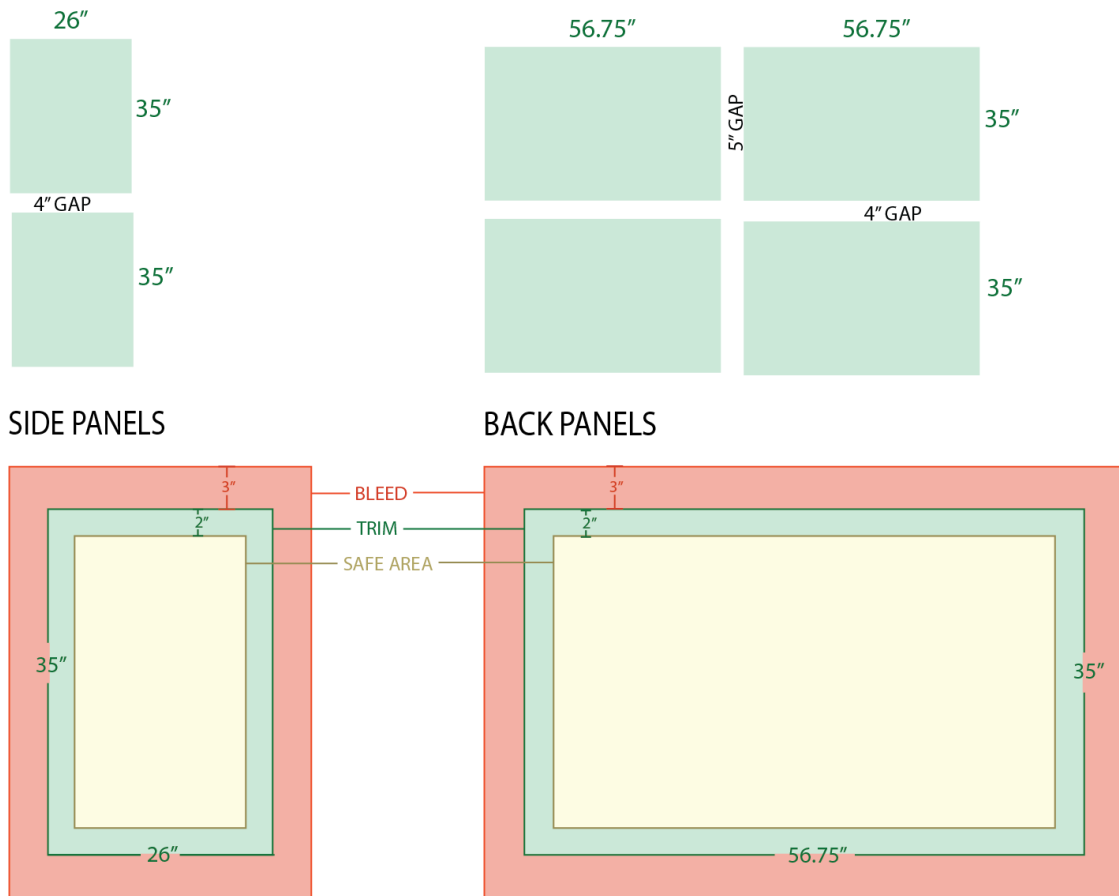
- Artists' designs, which will be reproduced to cover the sides of a standard Go Raleigh bus shelter, must be submitted using the template provided. Please consider the template carefully in the creation of your design.
- Artists must create a design suitable for the final printed bus shelter wrap (assistance will be provided as needed). The finished medium for the artwork is adhesive vinyl.
- Artwork will be printed flat using an ink jet printer with solvent ink. The vinyl is then peeled, placed and heated onto the surface of the bus shelter.
- If you would like to sign your work, keep in mind the "bleeds" for the edges of your artwork. In other words, we recommend not placing anything crucial near the edges of the template.
- Artist should keep in mind passenger visibility requirements when creating their designs. The vinyl material, 3M Scotchcal Clear View vinyl, is translucent in colored areas and clear in areas with out color/art.

DIMENSIONS

**DIMENSIONS OF RALEIGH
SLIM STYLE BUS SHELTERS**



DIMENSIONS & PRINTING MEASUREMENTS



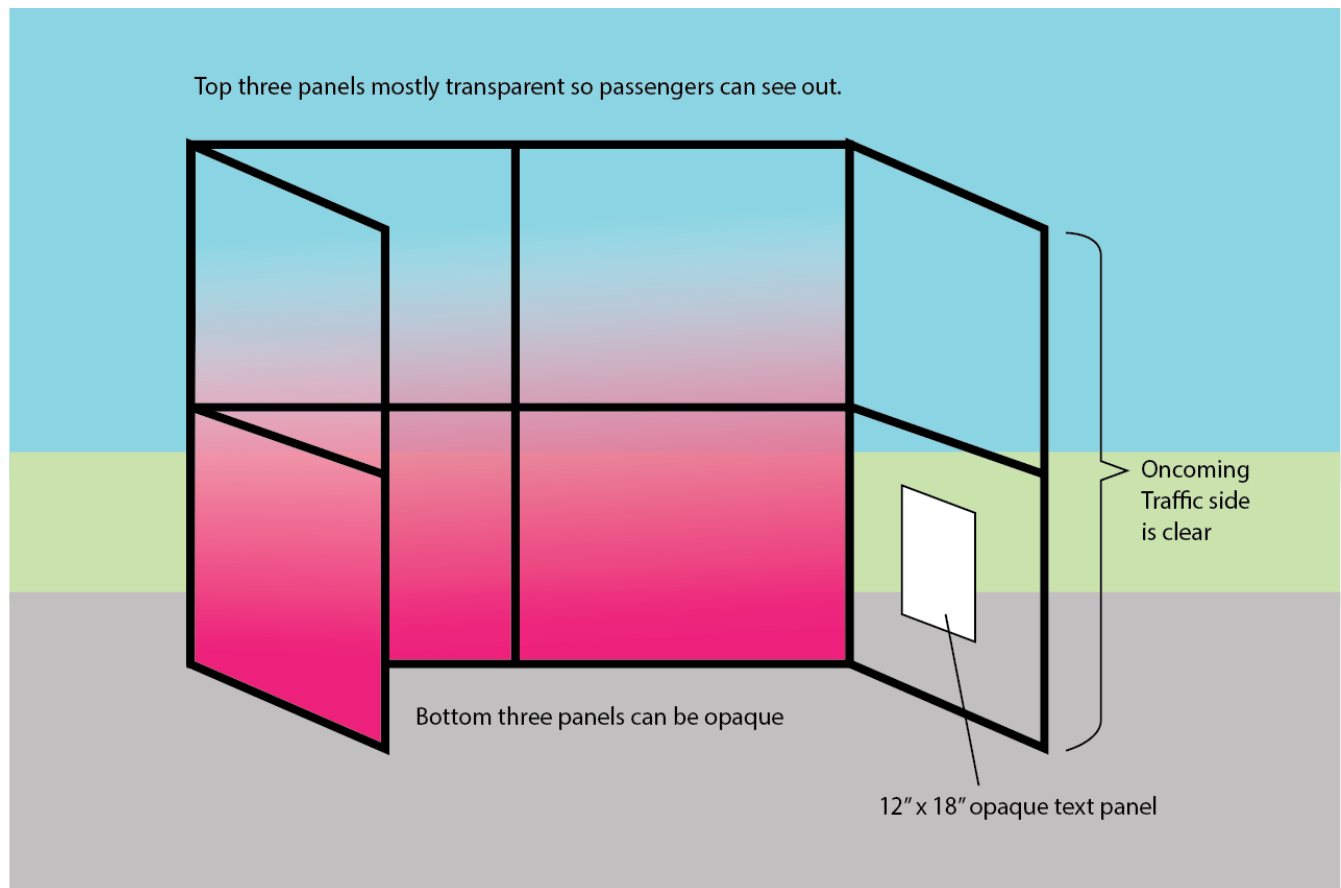
- Leave a 3" bleed around each of the six printed panels.
- Keep all important elements 2" away from the edge of the glass
- The final artwork should be submitted as either an AI, JPG or PSD document.
- Raster based images (JPEG or PSD files) should be a minimum of 150 dpi

TRANSPARENCY REQUIREMENTS

The shelters will be wrapped with 3M Scotchcal Clear View vinyl. This product allows you to create areas of opacity as well as clear areas in the same design. Think about using line-work or leaving areas of open space in your design in areas, like the top panels, which need to be mostly transparent.

By default areas with color will be printed translucent and areas with no imagery will be printed transparent. Scotchcal does have the ability to create areas of complete opacity as well. If it is important to you that some areas/shapes be completely opaque, you will need to specify those areas in your design, and work with the vinyl printer (after your art is selected) to create the necessary files.

Please keep in mind the following requirements when designing your imagery:



HOW TO APPLY

As a part of the City of Raleigh's sustainability initiative, Raleigh encourages the reduction of paper use. To that end, we ask that applications be submitted in one of the following ways:

- Fill out the online application at <https://raleigharts.wufoo.com/forms/z16x1imi0208nfx/>
- If you have trouble with the form, have files which are too large to upload, or need further instruction, you can email jenn.hales@raleighnc.gov with "Together Raleigh" in the subject line.

SUBMISSION REQUIREMENTS

- One design proposal ONLY will be accepted per individual.
- Artists working in a team may only submit one proposal as specified below, and are not permitted to also submit work as an individual.

SUBMIT THE FOLLOWING MATERIALS:

1. **A Professional Résumé**
Professional résumé, less than 3 pages. Teams should submit one résumé for each team member.
File titled Firstname_Lastname_résumé
2. **A Statement of Interest**
One-page letter of intent with a description of approach to the project and the proposed design.
File titled Firstname_Lastname_intent
3. **Previous Work, Digital Images**
Three digital images of recent previous work (created within the past four years) in PC compatible JPG format (150 dpi minimum size 5.5" x 7"; maximum size 11" x 14"). All images must be saved using a file name and number that corresponds to the annotated image list. *Images titled Firstname_Lastname_previouswork#*
4. **Annotated Image List**
An annotated image list accompanying the digital images with artist's name, title of work, media, image name. *File titled Firstname_Lastname_list*
5. **Submission Design(s)**
Considering the shelter wrap template dimensions attached, submit proposals in BOTH the following formats:
 1. **Review file** – A JPG file 100 dpi minimum and no more than 5MB in size for review by selection panel, *Titled Firstname_Lastname_proposal*
 2. **Print ready final image** - JPG, PSD, or AI file (see attached sheet for file sizes) with final full size artwork for the shelter wrap, *Titled Firstname_Lastname_DesignForPrint*

ADDITIONAL INFORMATION

For more information regarding Art-On-The-Move, visit www.raleighnc.gov/arts and search for Public Art Special Projects or contact Jenn Hales, Public Art Assistant at 919-996-4689 or Jenn.Hales@raleighnc.gov

ABOUT US

The Office of Raleigh Arts supports and promotes the arts in Raleigh by administering the programs of the City of Raleigh Arts Commission and the City's Public Art and Design Board and supporting the Pullen and Sertoma arts centers. The Office of Raleigh Arts is part of the City of Raleigh Parks, Recreation and Cultural Resources Department.



Raleigh

